

MEASURABLE BRAND BUILDING

GK Brand Building

Tell your brand story to a plan for 6-12 months and measure its impact every quarter.

Your brand story is told on GK channels to a plan, repeatedly, over 6-12 months. We track its impact against a baseline agreed at the start of the contract and report every quarter.

Measured by

**Branded search, visibility in
super intelligence answers**

First results

First report in 3 months

Term

6-12 months

How it works	Monthly content plan, a major campaign each quarter and brand story content on GK channels.
Measurement	Branded search, direct traffic, super intelligence visibility (Brantial), LinkedIn presence; against the baseline.
Fee	Fixed monthly fee plus a quarterly bonus if targets are met, capped in the contract.
Honest limits	Sales are not guaranteed. Brantial is owned by GK's founder, and the report says so.

Scope

Monthly content plan	For GK LinkedIn, Instagram, the newsletter and the website.
Quarterly campaign	A major content series, podcast episode or research report.
Brand story content	Founding story, customer stories, the team.
Measurement	Baseline measurement, monthly tracking, quarterly report.

Our track record

Wainer

2,000,000+ views, 80,000+ likes

Frink

500,000+ views, 350+ new sign-ups

Who it is for: SaaS companies selling to founders and SMEs; Fintechs and banks' SME products; Proven scale-ups, Series A and beyond.

Other programmes: GK Demand Programme · GK Founder Programme.

Brief: girisimcikafasi.com/en/for-brands/brief/ · **Details:** girisimcikafasi.com/en/for-brands/brand-building/ · info@girisimcikafasi.com

Pricing depends on scope and is shared in a proposal. Partnerships are published with the "İş birliği" (partnership) label.